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U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Substitute for form 1449/PTO

*(Use as many sheets as necessary)*

Sheet 1

9

of 16

**Complete if Known**

Application Number	10/006.874
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Filing Date	14 NOV 20
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First Named Inventor	PLOTNICK
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Art Unit	2611
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Examiner Name	GRANT, CHRISTOPHER
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Attorney Docket Number	T738-10
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Technology Center 2600

## U. S. PATENT DOCUMENTS

[illegible]

**FOREIGN PATENT DOCUMENTS**

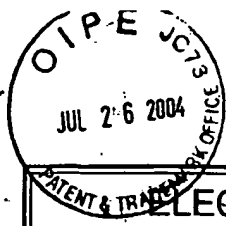
FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T <sup>2</sup>
		Country Code <sup>3</sup> -Number <sup>4</sup> -Kind Code <sup>5</sup> (if known)				
HL	BE	WO9955066A1	10-28-1999	Zetmeir, Karl D		

Examiner Signature	<i>Chris Krasner</i>	Date Considered	1/27/06
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This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.


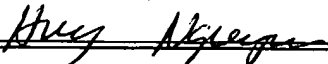
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9/21/04



**ELECTRONIC INFORMATION DISCLOSURE STATEMENT**

Electronic Version v18  
Stylesheet Version v18.0

<b>Title of Invention</b>	Alternative Advertising in Prerecorded Media						
Application Number: 10/006874							
Confirmation Number: 5480					<b>RECEIVED</b> JUL 30 2004 Technology Center 2600		
First Named Applicant: Michael Plotnick							
Attorney Docket Number: T738-10							
Art Unit: 2611							
Examiner: Christopher Grant							
Search string: ( 6064376 or 5956025 or 5923627 or 4930158 ).pn.							
<b>US Patent Documents</b>							
Note: Applicant is not required to submit a paper copy of cited US Patent Documents							
init	Cite.No.	Patent No.	Date	Patentee	Kind	Class	Subclass
TH	1	6064376	2000-05-16	BEREZOWSKI			
TH	2	5956025	1999-09-21	GOULDEN			
TH	3	5923627	1999-07-13	MIWA			
TH	4	4930158	1990-05-29	VOGEL			
<b>Signature</b>							
Examiner Name				Date			
				11/21/00			





Form PTO-1449

(REV. 8-83)

U.S. DEPARTMENT OF COMMERCE  
PATENT AND TRADEMARK OFFICE

ATTY. DOCKET NO.

T738-10

SERIAL NO.

10/006,874

APPLICANT

PLOTNICK ET AL.

FILING DATE

14 NOV 2001

GROUP

2611

## INFORMATION DISCLOSURE CITATION

(Use several sheets if necessary)

## U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER							DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
<i>HA</i>	AA	6	0	7	0	1	8	6	05/00	Nishio	709	217	
<i>HA</i>	AB	6	2	0	8	8	0	5	03/01	Abecassis	386	126	
<i>HA</i>	AC	6	2	8	9	1	6	5	09/01	Abecassis	386	46	
<i>HA</i>	AD	6	3	0	4	7	1	5	10/01	Abecassis	386	68	
<i>HA</i>	AE	6	3	2	7	4	1	8	12/01	Barton	386	46	
	AF	6	4	0	8	1	2	8	06/02	Abecassis	386	68	

## FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER							DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION

## OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

<i>HA</i>	BA	"The Implications of Personal TV, Streaming Media and VoD on the Advertising Industry", by Peter Horsemann of Axcen Media AG, March 9, 2001, Brussels, Belgium- European Group of Television Advertising Report "Interactivity and advertising" Working Party (taken from <a href="http://www.egta.com/pages/egta02_4_interactivity.html">www.egta.com/pages/egta02_4_interactivity.html</a> ) 4pp.

EXAMINER

DATE CONSIDERED

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